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## Message from SIM

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## Message From SIM

The mission of *MIS Quarterly Executive* is to provide high-quality research that impacts practice. This research demonstrates the thought leadership that enables senior IT leaders to learn best practices from case studies and articles describing challenges and issues in managing information technology. This issue of *MISQE* provides four high-quality articles with valuable insights for IT leaders:

- “Realizing Strategic Value through Center-Edge Digital Transformation in Consumer-Centric Industries,” by Paul Gray, Omar El Sawy, Guillermo Asper, and Magnus Thordarson, examines the concept of Center-Edge digital transformation through a case study in the healthcare industry, a consumer-centric industry. IT leaders can manage and realize strategic value through a Center-Edge digital transformation in any customer-centric industry.
- “‘Ready to Acquire’: The IT Resources Required for a Growth-by-Acquisition Business Strategy,” is co-authored by Philip Yetton, Stefan Henningsson, and Niels Bjørn-Andersen. The paper follows the role of the CIO in ensuring that the IT organization was “ready to acquire” as the company, Danisco, made new acquisitions. Managing post-acquisition IT integration is a challenge for many IT leaders, and this paper provides unique insights into positioning the IT organization to accept this challenge.
- “Leveraging CIO Expertise to Create Social Value: Novartis’ SMS for Life Initiative,” co authored by Don Marchand and Jim Barrington, illustrates how CIOs can leverage their knowledge, leadership skills and working relationships to demonstrate social responsibility. The paper, which was recognized for its innovativeness and impact as First Place Winner of the 2012 SIM Best Paper Award, describes “SMS for Life,” a CIO-led initiative at Novartis, a Swiss pharmaceutical company. “SMS for Life” was targeted to address stock-outs of anti-malaria drugs in rural Africa. IT executives can learn lessons about the role of IT leadership in accepting the challenge of social responsibility.
- “Harvesting External Data: The Potential of Digital Data Streams” by Gabriele Piccoli and Federico Pigni, which is based on research for SIM’s Advanced Practices Council, deals with the timely issue of real-time access to digital data. They explain how to use these real-time digital data streams to create value and to leverage new opportunities. The process of using these digital

data streams is called “harvesting,” whereby a firm uses the data stream for value creation.

You may also be interested in some recent news regarding SIM and SIM initiatives:

- The Call for Papers for the 2013 SIM Paper Competition is posted to the [www.simnet.com](http://www.simnet.com) web site, and we encourage abstract and paper submissions by author teams representing industry practitioners and academic professionals. We seek abstracts and papers with case studies of initiatives that impact practice and also demonstrate innovativeness and re-applicable best practices. The abstracts are due May 3, 2013, and the full papers are due August 2, 2013.
- The Pre-ICIS 2012 Academic Workshop, sponsored by the Society for Information Management and *MIS Quarterly Executive*, was held on Saturday, December 15, 2012, at the Orlando World Center Marriott, Orlando, FL. The topic “How to Succeed in a World of Big Data” will be the basis for the *MIS Quarterly Executive* December 2013 Special Issue.
- Boston IT Party 2.0 – the 45th Annual *SIMposium*, will be held in Boston, November 10 - 12, 2013. This is the event where influential CIO’s, CTO’s and Senior IT executives gather for peer-to-peer interaction, education, leadership development, and networking opportunities. Registration information is available at the [www.simnet.org](http://www.simnet.org) web site.
- SIM has launched a STEM (Science Technology Engineering Mathematics) initiative to attract talented students into the IT workforce. Since 2005, when the Society for Information Management (SIM) published a paper called “Trends and Implications for the IT Workforce,” IT leaders within SIM have been committed to developing the IT workforce pipeline. SIM is seeking to encourage its Chapters to identify and develop programs that are successful in recruiting students into MIS/IT academic programs. If you are interested in joining this dialogue, you may want to join the SIM LinkedIn subgroup on STEM. This is a forum enabling academic professionals and practitioners to exchange ideas and collaborate on these important IT workforce initiatives. For more information, contact Mary Sumner, SIM Academic Liaison, at [msumner@siue.edu](mailto:msumner@siue.edu).

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